

ABSTRACT OF THE DISCLOSURE

A non-woven hydroentangled textile is described formed in cross-section with a central area of low mass fiber density surrounded on both sides by areas of higher mass density. Further, a personal cleansing article is described wherein the hydroentangled textile is associated with a personal cleansing composition that includes a lathering surfactant. The composition is deposited onto, impregnated into or at least is partially enclosed by the textile. Also described is a process for producing the textile involving feeding into a hydroentangling unit a loose random assembly of fibers both above and below a fibrous screen modifying textile substrate.